



LA Fashion District Business Improvement District

2015 First Quarter Activity Report

April 30, 2015

2015 1st Quarter Improvements, Activities and Services

Expenditures as of March 31, 2015

Budget Category	2015 Annual Budget	1 st Quarter Amount Spent	2015 YTD Amount Spent
Clean & Safe	\$2,921,500	\$755,158	\$755,158
Communication	\$366,641	\$83,293	\$83,293
Management/City Fees/Del. Assments	\$451,890	\$107,161	\$107,161
Santee Alley Overlays	\$628,434	\$210,482	\$210,482
Total	\$4,368,465	\$1,156,095	\$1,156,095

2015 Annual Audit and Financial Statement Approved

The accounting firm Gleicher, Tilley, Leonard, LLP (GTL, LLP) conducted the annual audit and prepared the 2015 financial statements. The Finance Committee recommended Board approval of the draft Financial Report for the year ending December 31, 2014. The Board of Directors unanimously approved the audit at the meeting on March 19, 2015.

Proposed 2015 Second Quarter Finance Activities

- Prepare for Annual Property Owner meeting.
- Work with CPA to complete the 2014 Informational Tax Returns
- Prepare recommendation for 2016 assessment rates for Board of Directors
- Prepare and submit 2016 assessments roll to the City

CLEAN AND SAFE ACTIVITIES

SAFETY PROGRAMS

First Quarter Contact Summary

BID Safe Team officers conducted 3571 **Citizen Assist** events during the 2015 1st Quarter. Welfare Checks were slightly under during the 2015 1st Quarter (1294) compared to the 2014 1st Quarter (1602).

Disorderly Conduct incidents increased to 2052 total incidents compared to 1474 incidents in the 2014 1st Quarter. **Trespassing** incidents remained much the same. **Drinking in Public** has significantly

increased from 288 in the 1st Quarter of 2014 to 610 incidents in the 1st Quarter of 2015. Panhandling incidents have almost doubled.

Illegal Vending totals decreased significantly compared to 1st Quarter 2014 incidents due to City of Los Angeles enforcements. 2014 1st Quarter records show 1243 incidents and 2015 1st Quarter records showed 502.

Robbery / Vandalism increased significantly from 90 incidents in 1st Quarter 2014 compared with 419 incidents during the 1st Quarter of 2015. All but 9 of the incidents were property vandalism or robbery.

Meeting with Chief Beck and Assistant Chief Paysinger

On January 7, 2015, the Downtown BID executives met with LAPD to discuss a variety of topics affecting downtown including sidewalk vending, aggravated assaults (which are up all over downtown), and how the police is addressing the street population as well as the current protests in downtown.

Man Arrested for Selling Counterfeit Goods

An undercover operation led by state investigators led to the arrest of a Los Angeles man and the confiscation of \$300,000 worth of counterfeit Gucci, Dior, and Prada sunglasses, among other high-end brands. The seizures were made in or around Santee Alley. Investigative Consultants, a private investigation company, led the investigation.

Captain Oreb Neighborhood Meeting

The Central City Police Boosters hosted a lunch with the LAPD Central Captains at Central Station on Wednesday, February 18th, from 11:30 a.m. to 2 p.m. Neighbors were invited to meet the LAPD personnel from Central station who serve the Downtown Community daily, hear from the Captains about the Community, and learn how to help support the Central Station Personnel. LA Fashion District BID Managing Director, Rena Leddy and members of the Safety Team attended the event.

Weekly Central Crime Control Meeting Rena Leddy, Managing Director, attended the early morning weekly Crime Control Meeting at LAPD's Central Division with the Safety Team Leaders. At the meeting the police report on the crime statistics for Central Division for the previous week. It should be noted that the Fashion District has less crime than the rest of the division. Captain Oreb also reported that the division will be focusing on violent crime activities over the next quarter.

Safe Team BID Senior Sergeant Ivan Garcia to Join Long Beach Police Department

BID Senior Sergeant Ivan Garcia has been offered employment as a police officer by the Long Beach Police Department. Garcia has been with the Fashion District for two years and was awarded the 2014 LA Fashion District BID Safe Team Officer of the Year award by the Los Angeles Police Department (LAPD). He is one of the most dedicated officers the BID has ever employed and a testament to the success of the Fashion District Safe Team program.

BID Safe Team Officer Helps Detain Suspected Arsonist

On Monday, February 16th at 5:30 a.m., BID Safe Team Officer Ivan Garcia spotted an individual setting a fire in the alcove area of the California Market Center south building at 124 W Olympic Blvd. Garcia and his partner extinguished the fire and detained the suspect. LAPD was summoned and an arson investigator took custody of the individual and transported him to Central Division. This is the second fire Garcia has helped extinguish recently.

Proposed 2015 Second Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations. Additionally, the Fashion District BID is considering working with LAMP to provide homeless outreach services to the Fashion District BID, especially finding housing for any homeless Veterans in the district.
- Address illegal vending in the district. Additionally, the Fashion District is working with a consortium of BIDs on the issue of sidewalk vending.
- Prepare for Annual Property Owner Meeting.

CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Rain Causes Some Flooding in Fashion District

BID Field Supervisor Elmer Pacheco called the City's emergency sewer department to report flooding at the intersection of Los Angeles St and 7th St. The crew arrived at p.m. to unclog the drain. The BID sandbagged the street in the area to help prevent flooding in the buildings.

BID Clean Team Graffiti Removal Services

The Fashion District Clean Team has a dedicated graffiti removal employee who works around the clock to help us keep the Fashion District looking clean and beautiful. Most recently, our Field Supervisor Elmer Pacheco and Graffiti Removal Specialist Ellison Lupo obtained permission from the property owner to gain access to the roof and remove the tags which could be seen from the freeway and were detracting from the district.

Graffiti Removal

2015 first quarter graffiti removal records show an increase compared to 2014.

<u>Graffiti Removal – 1st Quarter</u>	2014	2015
January	1,274	1342
February	1139	1455
March	1204	2541
Total	3617	5338

Trash Tonnage

In the Fashion District, Trash Tonnage has always served as a leading economic indicator. For example, when Lehman Brothers filed for bankruptcy in 2008, trash tonnage in the district fell by 18%. Trash Tonnage has increased as of the end of 1st Quarter 2015.

<u>Trash Tonnage– 1st Quarter</u>	2014	2015
January	170	186
February	166	177
March	192	200
Total	528	563

Sidewalk Cleaning

4,678,519 square feet of district sidewalks were cleaned during the first quarter using scrubbing and pressure washing equipment.

Proposed 2015 Second Quarter Public Clean Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Reducing water consumption by changing the spray tip from #5.5, which uses 5 ½ gallons of water per minute or 330 gallons per hour (x2 for the 2nd pressure washing machine) for a total of 660 gallons per hour x 5 hours equaling 3300 gallons of water per night. The new tip will be #4 spray tip, which will reduce the water usage by 1/3 (2400 gallons per night).

**Neighborhood and Business Improvement Districts
Quarterly Statistics for Mayor's Comstat Report**

1st Quarter 2015

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	42,895	
Trash Bags/Tons removed	59,139	
Bulky Items Removed	344	
Graffiti Removed	5338	
Weeded Areas	41.9 bags	
Citizen Contacts	3571	
Merchant Contacts	3782	
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

** The LA Fashion District has over 3500 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

COMMUNICATIONS

The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Website

www.fashiondistrict.org has 455,908 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

BIDLINES Newsletter

The 2015 1st Quarter Winter-Spring newsletter was mailed to all owners in the district in March 2015. A copy is included in the attachments.

53 Reasons to Shop DTLA

Brigade LA, released the 3rd edition of a DTLA shopping map that focuses on Contemporary Apparel and Accessories stores. Several stores are located in the LA Fashion District including Althouse, martinMartin, and Tanner Goods. Click here to see the map <http://brigadela.com/shop-dtla>

HGTV in the Textile District

HGTV host/interior design celeb Emily Henderson featured the Fabric District on her blog. Henderson's blog attracts thousands of readers daily.

Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 36,700 followers, while our fastest growing audience is on Instagram, where we boast almost 6,500 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

Hedley & Bennett, Chef's Aprons made in the Fashion District An article in the *LA Downtown News*, on January 26, 2015, highlighted Ellen Bennett's, Hedley & Bennett, a business that designs and manufactures custom-designed aprons for restaurants and chefs. It is located in the Fashion District at the ANJAC building at S Broadway and Olympic Boulevard. The business has a 14 person sewing staff and 12 administrative staff. All of its products are made in downtown Los Angeles.

BID Public Relations Efforts Result in Best Valentine's Day Coverage for the LA Flower District to Date Every local television station in Los Angeles came out to cover the Valentine's Day activity at the Flower District this year. The District received coverage from CBS Channel 2, NBC Channel 4, KTLA Channel 5, ABC Channel 7, Fox 11, and Telemundo. Most stations filmed live for their morning news shows on Friday, February 13. Recorded clips ran throughout the day's scheduled newscast, and were posted

online. Univision filmed their prime-time fashion segment "A la Moda con Jomari", which aired nationally on the 13th as well. Additional media coverage included Timeout LA, LAist, and Racked LA.

Two Fashion District Projects Honored as "Best Projects of 2014" by *LA Downtown News*

The Fashion District's very own Ace Hotel and Star Apartments were honored as "Downtowners of Distinction" by *LA Downtown News*. Ace Hotel was also named 2014 Project of the Year during the awards ceremony on Tuesday, February 26th. The winners were selected by *LA Downtown News*' editorial staff. The awards were created to recognize those who've created projects that made their community and Downtown Los Angeles a better place.

2015 First Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2015	2014
January	47,206	41,637
February	46,691	53,963
March	77,972	66,985
Totals	171,869	
 <u>Social Media – 1st Quarter Totals</u>	 2015	 2014
Facebook		
o New Likes	1047	1416
 Twitter		
o New Followers	328	481
 Blog		
o Page Views	63,669	29,690
 Instagram		
o New Followers	951	495
 Pinterest		
o New Followers	289	427

Proposed 2015 Second Quarter Communications Activities

- Continue to refine social media features
- Prepare for Annual Property Owner Meeting

SPECIAL PROJECTS

Tree Trimming Completed!

In January the LA Fashion District BID contracted with Trimming Land Company to trim all of the trees within the boundaries of the district - well over 750 trees! The tree trimming was completed the first week in February. The tree trimming program, adopted by the LA Fashion District BID, is designed to provide trees of lasting beauty for our community, provide necessary vehicle clearance, remove hazardous limbs, reduce possible loss and damage of the trees during storms, and discourage unauthorized tree trimming that destroys the shade umbrella provided by mature, well-maintained trees. Furthermore, believe it or not, trees affect consumer spending patterns in downtown. The work was performed by skilled trimming crews certified by the National Arborists Association and the International Society of Arboriculture under City supervision and is part of the Fashion District's continuing program to provide the best possible service to its owners.

Parking Medallion Signs

With federal funding, thanks to U.S. congresswoman Lucille Roybal-Allard, a Uniform Parking Signage System was developed to enhance District Signage with a new emphasis on parking destinations. The system is comprised of three different elements: Vehicle Driving Signs, A Parking App for mobile devices, and Parking Medallion Wall signs to lead drivers to upper floor parking lots. The goal of the Uniform Parking Signage is to simplify the visitor experience, reduce cruising for a parking place, improve traffic flow and increase brand awareness of the LA Fashion District. The Parking Lot Medallion Wall Signs have been fabricated and the BID will begin installation in the second quarter. The signs are free to LA Fashion District property owners, with installation costs covered by the grant funding.

Proposed 2015 Second Quarter Special Projects Activities

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work with Bringing Back Broadway and activate public spaces

MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS

This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

MANAGEMENT PROGRAMS

Fashion District Board of Directors Officer Election

Board Members elected the following Officers for 2015:

- Chair: Steve Hirsh
- Vice Chair: Jorge Flores
- Treasurer: Mark Cohen
- Secretary: Laurie Rosen

Federal, County and Local Leaders Pledge to End Homelessness in 2015

On Tuesday, January 29, federal, county, and city leaders pledged to end veteran homelessness in Los Angeles by the end of 2015. At a morning press conference, Veterans Affairs Secretary Robert McDonald, Mayor Eric Garcetti, District Attorney Jackie Lacey, the Los Angeles Business Leaders Task Force, and United Way announced their commitment to the Home for Good plan. Home for Good is a United Way initiative to end veteran homelessness in Los Angeles County. The unprecedented meeting was a result of hard work and collaboration between the Business Leaders Task Force, United Way, and City leaders. LA Fashion District Executive Director, Kent Smith is a member of the Business Leaders Task Force. The Fashion District has been deeply involved in the Home for Good effort since its inception.

Downtown BIDs Meet with City Officials

BIDs are working together to communicate problems impacting our districts with City partners. Fashion District BID Executive Director Kent Smith and Los Angeles BID Directors met with City Attorney Mike Feuer and Neighborhood Prosecutors to discuss various issues. The group discussed the Lavan Case that involves confiscation and handling of homeless possessions, development of consequences for nuisance behavior, nuisance abatement proceedings on several properties in downtown, and recent criminal prosecutions for operators of marijuana dispensaries. BIDs also met with LAPD Police Chief Beck and Assistant Chief Paysinger to discuss deployments in downtown. The Safer City Initiative effort continues with 50 officers patrolling streets however increasing numbers of protests in downtown LA are taking up resources.

Housing the Homeless in the Fashion District

There are approximately 150 homeless people living on the streets of the Fashion District. Kent Smith, Executive Director, has begun to explore options with the United Way, LAMP and Skid Row Housing Trust on ways to assist in getting more of these people off of the streets into supportive housing. A formal proposal will be presented to the Board in March.

New Tack on Personal Items Left on the Sidewalk

On Wednesday, February 18th, a public hearing was held on a proposed ordinance that would permit sanitation workers to “bag and tag” personal items after giving 24-hour notice. The items would then be held for 90 days and then destroyed if unclaimed. Currently, there is a 72-hour notice required which is the protocol that was adopted after recent court decisions. The proposed ordinance also updated the language defining personal property as tents, tarps, sleeping bags, clothing, personal documents, medications and other materials. The ordinance, drafted by City Attorney Mike Feuer, would apply citywide and to anyone who leaves property on the sidewalk, not just the homeless.

Homeless Bill of Rights

On February 15, 2015, the LA Times ran an Op-Ed piece entitled “California is rife with laws used to harass homeless people” (see op-ed at <http://lat.ms/1Dh72WK>). In 2013, homeless advocates campaigned for a Homeless Bill of Rights that passed in the Assembly Judiciary Committee but died in the Appropriations Committee, in part because the LA Fashion District and other BIDs opposed the Bill of Rights, stating that it would be nearly impossible for the Police to handle situations based on how the bill was written. The Op-Ed states that this year, advocates are back with a “right to rest” bill which is similar to bills being introduced in Oregon and Colorado as well. The staff at the Fashion District will monitor this new bill in conjunction with Central City Association (CCA).

Sheriff McDonnell Talks About LASD's Objectives

At the CCA Executive Committee in March, members heard from Los Angeles County Sheriff Jim McDonnell. He shared his vision for the Los Angeles Sheriff's Department (LASD), outlining his priorities and departmental challenges. It is the largest sheriff's organization in the nation, employing 18,000 people and providing services to 42 contract cities. LASD oversees County jails and serves Metro facilities, 177 parks and covers 4,000 square miles. One-fourth of today's inmates have a mental illness. McDonnell will advocate for community-based mental health treatment and, he stated, jail is not the place to treat mentally ill individuals. LASD also faces new, non-traditional policing issues such as cyber-crime, human trafficking, and computer fraud and identity theft.

Zoning Code Evaluation Report Finalized

The project team has incorporated the feedback from the public, City Planning Commission, Planning & Land Use Management Committee, and City Council on the direction for re:code LA, and the Zoning Code Evaluation Report is now complete. The final report is posted to the Project Downloads page and also available upon request to BID staff. According to the re:code LA timeline, development of a draft report that addresses Downtown zoning codes is planned for 2015 with final approval of a city wide zoning code in 2017.

Downtown Neighborhood Council (DLANC). LA Fashion District BID, Executive Director, Kent Smith joined the Downtown Neighborhood Council He attended his first meeting this past month where the group approved a project at 955 S. Broadway Street. The proposed project is a mixed-use, high-rise development with 163 residential condominium units, 8 commercial condominium units with a total of 4600 square feet of neighborhood serving retail and a parking garage. The project is 15 stories high and includes 184,705 square feet of building improvement.

L.A. Fast Track: The Outlook for Downtown's Growth and the Future of Transit Central City Association (CCA) hosted a half day summit, on February 19, 2015, on the growth of downtown Los Angeles and what it means for transportation in and around the city. There were two panels: 1. Economic Outlook for Downtown Los Angeles and 2. International Innovations in Transportation and What They Could

Mean for Downtown LA. Several LA Fashion District Board members attended along with LA Fashion District BID Executive Director, Kent Smith, and Managing Director, Rena Leddy.

EVENTS/TRADESHOWS

California Downtown Association Conference

This year's conference was held in Santa Monica from March 9-11th. The breakout sessions and speakers are March 10th and 11th. Kent Smith, LA Fashion District BID Executive Director, was on two panels focusing on Social Equity and Downtowns and Exploring the Broken Windows Theory. Ariana Gomez, LA Fashion District BID Marketing & PR Director, was on a Marketing and Communications panel and Rena Leddy, LA Fashion District BID Managing Director, was on a panel Exploring BIDs and City relationships.

Start-up Tech Expo to CalMart

Start-up TechDay announced it will bring its first Los Angeles event to the California Market Center at 9th and Main Streets, June 18th. "America's largest start-up event" expects to feature 300 start-ups, mostly from California, and draw a crowd of 5,500 attendees. The event is free to the public.

Night on Broadway

Celebrating the 7th anniversary of Councilmember José Huizar's Bringing Back Broadway initiative, NIGHT ON BROADWAY featured entertainment in 6 of Broadway's historic theatres, including The Orpheum and The Theatre at Ace Hotel (formerly United Artists Theatre) in the Fashion District. There were booths and pop-up shops from local businesses, a vintage car show, a family-friendly kid's area, and a main stage featuring live musical performances. Many of the businesses in the Fashion District reported an increase in foot-traffic, including Tanner Goods.

LA Fashion Market Summer 2015

Market week featured a number of new tradeshow including sourcing tradeshow "The Materials Show" which ran January 14-15, and new kids shoe show "KSA". Both were hosted by the California Market Center. Designers and Agents returned to The New Mart while the Cooper Design Space welcomed Brand Assembly. The Gerry Building reported the largest number of new showrooms for market week.

The Grammys Hit the LA Fashion District BID

A number of concerts and parties took place in the District over the 2015 Grammys weekend, February 6-8. The Theatre at Ace Hotel and The Orpheum Theatre both hosted concerts and events associated with the 2015 Grammy's. The BID ensured that the neighborhood was clean for the events and also provided extra safety attention to the area.

Think Tank Gallery and Ate9 Dance Company

The Gallery presented Queen George, a multi-disciplinary event featuring humans as visual art. Showcased alongside the abstract coffee-based art of Avi Roth and the visionary craftsmanship of designer Amir Raveh, Ate9 orchestrated intimate dance performances that engaged directly with their audience and the work that surrounds them. Queen George runs on an ongoing loop, allowing the audience to enter and exit as they wish. This event was a featured piece in the LA Weekly.

Dog Café Pup-Up came to the LA Fashion District

Animal rescuer Sarah Wolfgang hosted a pop up of The Dog Café January 22-25 at 838 S Los Angeles St. The Dog Café's mission is to unite potential adopters with their future dog. People could stop by and play with the animals, sip coffee and possibly adopt a pet.

So Cal Etsy Guild Pop Up Shop

Last Fridays just got better! While shopping the Sample Sales you can also discover creative handmade items at the So Cal Etsy Guild Pop Up Shop on the last Friday of every month starting January 30 and continuing through June 26 at the California Market Center.

Events at The Hive

Kino Fried Conspiracy, an indie film series hosting original works by local film makers, returns to The Hive with its first screening of the year, "The Point Fermin Cat Lady" (2002 dir. Rich Polysorbate), a short documentary about the Point Fermin cat lady who was considered urban folklore until now. The Hive is located at 729 S Sprint St.

Film L.A. Expecting Large Increase in Filming in Downtown Los Angeles

Starting in July 2015, due to the new State tax credits, Film LA is expecting a large increase in filming in downtown. The Fashion District already sees a significant number of film crews in the area. The BID emails notices of filming to property and business owners.

L.A. Textile and Factory Direct Tradeshows

The Fashion District hosted two textile and sourcing tradeshows this week. L.A. Int'l Textile Show returned to the California Market Center, March 2-4, featuring hundreds of textile mills and manufacturing resources from around the world, while Factory Direct made its debut at The New Mart. Factory Direct focuses on delivering resources that are pre-qualified with low minimums. Both will be back to present their Fall/Winter 16/17 shows in September.

LA Weekly's The Essentials Food and Wine Extravaganza at the CMC Sunday, March 8th

LA Weekly presented The Essentials, a food and wine event, at the California Market Center (CMC) on Sunday, March 8th, 2-5 p.m. The event showcased signature bites from 40 of Los Angeles' hottest chefs.

Proposed 2015 Second Quarter Management Activities

- Continue to advocate for the Fashion District BID.
- Prepare for Annual Property Owner Meeting.

BID LINES

LA Fashion District Business Improvement District (BID) Newsletter

BID Safe Team

2014 4th Quarter Report

- Initiated 4,361 contacts with the merchants to address various issues
- Conducted 10,404 location checks for crime
- Assisted 3,029 shoppers to find store locations and lost cars

BID Clean Team

2014 4th Quarter Report

- Removed 3,521 graffiti tags from buildings, doors and other surfaces
- Collected 575.71 tons of trash from cans, alleys, and illegal dumping
- Cleaned 4,778,199 sq. ft. of sidewalk by pressure washing/scrubbing

24-Hour Response

The LA Fashion District BID Safe & Clean Team can be reached 24 hours at 213-741-2661.



BID Safe Team Helps Detain Arsonist

On Monday, February 16th at 5:30 a.m., BID Safe Team Senior Sergeant Ivan Garcia spotted an individual setting a fire in the alcove area of the California Market Center at 124 E Olympic Blvd. Garcia and his partner extinguished the fire and detained the suspect. LAPD was summoned and an arson investigator took custody of the individual and transported him to Central Division.

This is the second fire Garcia has helped extinguish recently. An unidentified male was spotted lighting a trash fire at Olympic Boulevard and Los Angeles Street earlier this year. An arsonist setting trash can fires in the district was detained and convicted last year as a result of our Safe Team's work and testimony.

Yearly: Remove 14,191 graffiti tags - Conduct 153,571 crime prevention safety checks - Remove 2,186 tons of trash

BID Administration: Financial Oversight

The BID maintains financial control by establishing an annual budget in accordance with the District Management Plan. The Operations and Communications Committees review and appropriate their respective budgets. The Finance Committee and Board of Directors review and approve the full annual budget, which is submitted to the City of LA along with an annual planning report. Monthly detailed financial statements comparing actual expenses to the budget are regularly reviewed by the Finance Committee, which reports its review to the Board of Directors.

Per the BID's contract with the City, every year the BID is required to prepare and submit to the City a financial review report by an independent Certified Public Accountant. For most of the BID's life, the Board has opted to go a step further by having the CPA perform a full financial audit, which provides extra assurance that the financial statements and records maintained by the BID's management are free from material misstatement. The BID has received clean audit results every year. The BID posts audited financial statements on its website www.fashiondistrict.org.

Questions? Contact BID Finance Manager, Jose Gonzalez at jose@fashiondistrict.org.

Welcome New BID Staff!



Managing Director, Rena Masten Ledy

The LA Fashion District BID is happy to introduce our new Managing Director, Rena Masten Ledy. Rena has 23 years of downtown management experience. She has worked with BIDs across the country and with some of the best BID consulting firms, Progressive Urban Management Associates (P.U.M.A.) and Urban Place Consulting Group. Most recently, she set up and managed the Clean & Safe programs for the newly re-established Arts District BID.



Administrative Assistant, Jermine Ramos

In January the BID hired Jermine Ramos as our new Administrative Assistant. Jermine is a recent graduate of UCLA where she majored in Sociology and has held administrative positions at UCLA and Capital Group.

Safe Team Updates



Safe Team Project Manager Manuel Maduero Going to LAPD

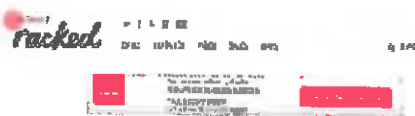
BID Safe Team Project Manager Manuel Maduero will be leaving the Fashion District BID at the end of March to join the Los Angeles Police Department Academy. Maduero was with the BID for three years and was recognized as the Fashion District BID Officer of the Year at the LAPD Booster Luncheon on March 25th.



Safe Team Senior Sergeant Ivan Garcia to Join LBPD

BID Safe Team Senior Sergeant Ivan Garcia has been offered employment as a police officer by the Long Beach Police Department. Garcia has been with the Fashion District for two years and received the 2014 LA Fashion District BID Safe Team Officer of the Year Award.

Yearly: Remove 14,191 graffiti tags - Conduct 153,571 crime prevention safety checks - Remove 2,186 tons of trash



DTLA Flower District Will Stay Open Late for Last-Minute V-Day Bloom Shopping

1 Jan 2015, 10:11



10:11 AM PST



VALENTINE'S DAY SHOPPERS PACK DOWNTOWN LOS ANGELES FLOWER DISTRICT



2015 Valentine's Day LA Flower District Press Coverage: Over 5 Million Impressions!

Every television station in Los Angeles came out to cover the Valentine's Day activity at the Flower District this year. The district received coverage from CBS Channel 2, NBC Channel 4, KTLA Channel 5, ABC Channel 7, Fox Channel 11, and Telemundo Channel 52. Most stations filmed live for morning news shows on Friday, February 13th. Recorded clips ran throughout the day's scheduled newscasts and were posted online. Univision filmed their prime-time fashion segment "A la Moda con Jeneri", which aired nationally on the 13th as well. Additional media coverage included local blogs and online news sites such as Timeou, LA, LAist, and Racked LA.

Through this positive media coverage, the BID was able to boost the Fashion District's profile and visibility, while educating hundreds of thousands of Angelenos on what the district has to offer.

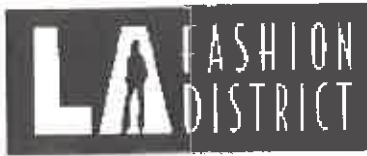
The coverage totaled over five million impressions, which came at a cost of \$0 to the district. The BID does not advertise and relies solely on its public relations efforts for media exposure.

Marketing & Communications

2014 4th Quarter Report

- 115,562 website visitors
- 522,355 website pageviews
- 34,638 blog pageviews
- 1,434 new Facebook followers, 36,085 total
- 432 new Twitter followers, 6,929 total
- 971 new Instagram followers, 6,085 total
- 447 new Pinterest followers, 3,194 total

Yearly: Remove 14,171 graffiti tags Conduct 153,571 crime prevention safety checks Remove 2,186 bags of trash



BID Lines LA Fashion District Business Improvement District Newsletter
110 1/2 9th Street, Suite 4175, Los Angeles CA 90079 P 313.488.1133 F 313.488.5759
www.fashiondistrict.org

Return Service Requested

PERMIT 8110
U.S. POSTAGE
PAID
NMF DPH-G1

Is your contact information up to date?

The LA Fashion District BID maintains a free online directory for all businesses in the Fashion District. This directory is the most visited page on our website, which receives approximately 42,000 visitors a month.

Please visit www.fashiondistrict.org/businessdirectory to see your business listing. If you need to update your business listing or would like to have your business added to the directory please contact us via email at info@fashiondistrict.org.

Yearly: Remove 14,191 graffiti tags - Conduct 153,571 crime prevention safety checks - Remove 2,186 tons of trash



2015 JUN -5 PM 2:37
SERVING THE FASHION DISTRICT

LA Fashion District Business Improvement District

2015 Second Quarter Activity Report

June 30, 2015

2015 2nd Quarter Improvements, Activities and Services

Expenditures as of June 30, 2015

Budget Category	2015 Annual Budget	2 nd Quarter Amount Spent	2015 YTD Amount Spent
Clean & Safe	\$2,921,500	\$658,802	\$1,451,110
Communication	\$366,641	\$80,422	\$167,676
Management/City Fees/Del. Assments	\$451,890	\$100,300	\$207,461
Santee Alley Overlays	\$628,434	\$159,250	\$328,623
Total	\$4,368,465	\$998,774	\$2,154,869

Approval of 2015 BID Assessments

At the Board's meeting in May, it unanimously voted to increase the assessment by 4% to allow for changes due to the new minimum wage increase and timeline set by the City Council. The increase will add \$120,000 to the Clean and Safe budgets over the next year. We project that with the 47% increase in the minimum wage between 2016 and 2018, more assessment increases may be needed each year through 2018 in order to keep services at the same level as today.

Additionally, the Santee Alley Association Board voted unanimously to increase the North and South Alley assessments. The North Alley Overlay Assessment will increase by 16.98% and the South Alley Overlay Assessment will increase by 33.3%. Both Alleys had decreased their 2015 assessments by \$50,000 and used reserve funds to cover the shortfall this year.

Approval of 2014 Tax Returns

At their May meeting, the Board approved the 2014 Tax Returns and electronic transmission to the appropriate agencies. The forms were prepared by CPA firm Gleicher, Tilley, Leonard, LLP.

2016 Assessment Data

Data was submitted to the Special Assessment Unit by the deadline in June 2015.

Proposed 2015 Third Quarter Finance Activities

- Prepare for 2015 Election of Board Members.

CLEAN AND SAFE ACTIVITIES

SAFETY PROGRAMS

Second Quarter Contact Summary

BID Safe Team officers conducted 3727 **Citizen Assist** events during the 2015 2nd Quarter. Welfare Checks were slightly up during the 2015 2nd Quarter (1406) compared to the 2014 2nd Quarter (1093).

Disorderly Conduct incidents increased to 1698 total incidents compared to 1328 incidents in the 2014 2nd Quarter. There were 775 **Trespassing** incidents in 2nd Quarter of 2015 compared to 649 in the same quarter of 2014. **Drinking in Public** remained the virtually the same with 380 incidents in 2015 2nd Quarter and 326 for the same quarter in 2014. Panhandling incidents have almost doubled.

Illegal Vending totals increased slightly from 779 in the 2nd Quarter of 2014 to 798 in the 2nd Quarter of 2015.

Robbery / Vandalism increased significantly from 176 incidents in the 2nd Quarter of 2014 compared with 462 incidents during the 2nd Quarter of 2015.

Proposed 2015 Third Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district. Additionally, the Fashion District is working with a consortium of BIDs on the issue of sidewalk vending.
- Conduct monthly homeless count.

CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Graffiti Removal

2015 second quarter graffiti removal records show a major increase compared to 2014.

<u>Graffiti Removal – 2nd Quarter</u>	2014	2015
April	1,249	2394
May	1269	2225
June	1189	2280
Total	3707	6899

Trash Tonnage

Trash Tonnage continues to increase.

<u>Trash Tonnage— 2nd Quarter</u>	2014	2015
April	179	200
May	187	202
June	173	182
Total	539	585

Sidewalk Cleaning

5,214,657 square feet of district sidewalks were cleaned during the second quarter using scrubbing and pressure washing equipment.

Proposed 2015 Third Quarter Public Clean Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for possible weather effects and flooding from El Nino

**Neighborhood and Business Improvement Districts
Quarterly Statistics for Mayor's Comstat Report**

2nd Quarter 2015

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	50,501	
Trash Bags/Tons removed	64,223/585	
Bulky Items Removed	329	
Graffiti Removed	6899	
Weeded Areas	35 bags	
Citizen Contacts	3727	
Merchant Contacts	8271	
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BiD maintains two landscaped medians in the district.	

* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

** The LA Fashion District has over 3500 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

COMMUNICATIONS

The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Website

www.fashiondistrict.org has 455,908 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 36,700 followers, while our fastest growing audience is on Instagram, where we boast almost 6,500 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

2015 Second Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2015
April	58,018
May	52,160
June	42,788
Totals	152,966

<u>Social Media</u> – 2 nd Quarter Totals	2015	2014
Facebook		
○ New Followers	1036	1341
Twitter		
○ New Followers	295	390
Blog		
○ Page Views	85,186	n/a
Instagram		
○ New Followers	953	899
Pinterest		
○ New Followers	255	418

Proposed 2015 Third Quarter Communications Activities

- Continue to refine social media features
- Research Banner Program Implementation
- Develop an RFP for a Marketing Plan

SPECIAL PROJECTS

Parking Medallion Signs

With federal funding, thanks to U.S. congresswoman Lucille Roybal-Allard, a Uniform Parking Signage System was developed to enhance District Signage with a new emphasis on parking destinations. The system is comprised of three different elements: Vehicle Driving Signs, A Parking App for mobile devices, and Parking Medallion Wall signs to lead drivers to upper floor parking lots. The goal of the Uniform Parking Signage is to simplify the visitor experience, reduce cruising for a parking place, improve traffic flow and increase brand awareness of the LA Fashion District. The Parking Lot Medallion Wall Signs have been fabricated and the BID will begin installation in the second quarter. The signs are free to LA Fashion District property owners, with installation costs covered by the grant funding.

Proposed 2015 Third Quarter Special Projects Activities

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work with Bringing Back Broadway and activate public spaces
- Work on Urban Dinner Party (October 15th) to activate public space
- Work with Do Art to install public art in Fashion District.

MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS

This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

MANAGEMENT PROGRAMS

- Prepare for Board of Directors and Staff Workshop on July 7, 2015

Proposed 2015 Third Quarter Management Activities

- Continue to advocate for the Fashion District BID.
- Prepare for Annual Board Elections
- Create a Work plan from the results of the Board of Director's workshop



LA Fashion District Business Improvement District

2015 Third Quarter Activity Report

October 31, 2015

2015 3rd Quarter Improvements, Activities and Services

Expenditures as of September 30, 2015

Budget Category	2015 Annual Budget	3 rd Quarter Amount Spent	2015 YTD Amount Spent
Clean & Safe	\$2,921,500	\$688,419	\$2,158,104
Communication	\$366,641	\$98,130	\$267,785
Management/City Fees/Del. Assments	\$451,890	\$122,382	\$329,842
Santee Alley Overlays	\$628,434	\$78,133	\$386,201
Total	\$4,368,465	\$987,064	\$3,141,932

The Board approved the 2014 Tax Returns at its September meeting. The forms were prepared by CPA firm Gleicher, Tilley, Leonard, LLP.

Proposed 2015 Fourth Quarter Finance Activities

- Prepare for 2015 Election of Board Members
- Prepare Annual Budget and Planning Report for 2016
- Prepare for service providers contract renewals
- Prepare for insurance policies' renewals

CLEAN AND SAFE ACTIVITIES

SAFETY PROGRAMS

Third Quarter Contact Summary

BID Safe Team officers conducted 3970 **Citizen Assist** events during the 2015 3rd Quarter. Welfare Checks were slightly up during the 2015 3rd Quarter (1220) compared to the 2014 3rd Quarter (878).

Disorderly Conduct incidents increased to 1348 total incidents compared to 1235 incidents in the 2014 3rd Quarter. There were 450 **Trespassing** incidents in 3rd Quarter of 2015 compared to 578 in the same quarter of 2014. **Drinking in Public** decreased with 179 incidents in 2015 3rd Quarter and 306 for the same quarter in 2014. Panhandling incidents stayed flat with 86 incidents this quarter.

Illegal Vending totals decreased from 577 in the 3rd Quarter of 2014 to 313 in the 3rd Quarter of 2015.

Robbery / Vandalism increased significantly from 120 incidents in the 3rd Quarter of 2014 compared with 216 incidents during the 3rd Quarter of 2015.

Proposed 2015 Fourth Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district. Additionally, the Fashion District is working with a consortium of BIDs on the issue of sidewalk vending.
- Conduct monthly homeless count.

CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Graffiti Removal

2015 third quarter graffiti removal records show a major increase compared to 2014.

<u>Graffiti Removal – 3rd Quarter</u>	2014	2015
July	1,210	1857
August	1043	1898
September	1094	1804
Total	3347	5559

Trash Tonnage

Trash Tonnage continues to increase.

<u>Trash Tonnage— 3rd Quarter</u>	2014	2015
July	182	204
August	184	194
September	177	182
Total	544	581

Sidewalk Cleaning

6,461,566 square feet of district sidewalks were cleaned during the third quarter using scrubbing and pressure washing equipment.

Homeless and Feces Count:

We have had a tremendous increase in homeless encampments, with an average of 315 per month.

We've also noticed that we've need to increase our pressure washing due to an increase in feces – 549 cleanups in the month of September alone.

Proposed 2015 Fourth Quarter Public Clean Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for possible weather effects and flooding from El Nino

**Neighborhood and Business Improvement Districts
Quarterly Statistics for Mayor's Comstat Report**

3rd Quarter 2015

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	43,859	
Trash Bags/Tons removed	58,054/581	
Bulky Items Removed	638	
Graffiti Removed	5559	
Weeded Areas	35 bags	
Citizen Contacts	3970	
Merchant Contacts	4308	
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

** The LA Fashion District has over 3500 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

COMMUNICATIONS

The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Website

www.fashiondistrict.org has 455,908 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 37,000 followers, while our fastest growing audience is on Instagram, where we boast almost 10,000 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

2015 Third Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2015
July	46,600
August	43,627
September	39, 121
Totals	129,348

<u>Social Media</u> – 3rd Quarter Totals	2015	2014
Facebook		
○ New Followers	1201	1480
Twitter		
○ New Followers	254	713
Blog		
○ Page Views	56,383	26,266
Instagram		
○ New Followers	953	874
Pinterest		
○ New Followers	262	323

Proposed 2015 Fourth Quarter Communications Activities

- Continue to refine social media features
- Research Banner Program Implementation
- Develop an RFP for a Marketing Plan
- Work with Santee Alley to finalize their upgraded website
- Work with Santee Alley on a Holiday promotion

SPECIAL PROJECTS

Activating Public Space

On September 10, 2015, the Fashion District launched its first public art installation with Do Art. The piece was produced with materials from the Fashion District. It was displayed in the plaza of Cal Mar building and was part of the First Friday Artwalk. The piece was created to be interactive and to activate the public space. The piece is currently being upgraded and will be out in the District in the 4th Quarter.

Proposed 2015 Fourth Quarter Special Projects Activities

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work on Urban Dinner Party (October 15th) to activate public space
- Work with Do Art to install public art in Fashion District.

MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS

This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

MANAGEMENT PROGRAMS

- Begin preparing Annual Budget
- Prepare for Board Elections
- Hosted the Board's Planning Workshop in July and the Board approved the priorities that were outlined at its September Board meeting.

Proposed 2015 Fourth Quarter Management Activities

- Continue to advocate for the Fashion District BID.
- Tally Results for Annual Board Elections
- Create a Work plan from the results of the Board of Director's workshop
- Create an Annual Budget for 2016 and approve at November board meeting



NBID
FEB 01 2016

LA Fashion District Business Improvement District

2015 Fourth Quarter Activity Report

December 31, 2015

2015 4th Quarter Improvements, Activities and Services

Expenditures as of December 31, 2015

Budget Category	2015 Annual Budget	4th Quarter Amount Spent	2015 YTD Amount Spent
Clean & Safe	\$2,921,500	\$694,527	\$2,796,906
Communication	\$366,641	\$104,292	\$366,137
Management/City Fees/Del. Assments	\$451,890	\$93,531	\$423,373
Santee Alley Overlays	\$628,434	\$59,133	\$507,000
Total	\$4,368,465	\$951,483	\$4,093,416

The Board approved the 2016 Annual Budget at its November meeting.

Proposed 2016 First Quarter Finance Activities

- Prepare for Annual Audit

CLEAN AND SAFE ACTIVITIES

SAFETY PROGRAMS

Fourth Quarter Contact Summary

BID Safe Team officers conducted 3970 **Citizen Assist** events during the 2015 4th Quarter. Welfare Checks were slightly up during the 2015 4th Quarter (1220) compared to the 2014 4th Quarter (878).

Disorderly Conduct incidents increased to 1460 total incidents compared to 1235 incidents in the 2014 4th Quarter. There were 571 **Trespassing** incidents in 4th Quarter. **Drinking in Public** decreased dramatically with only 55 incidents in the 4th Quarter compared with 179 incidents in the 3rd Quarter and 306 for the same quarter in 2014.

Illegal Vending totals decreased from 279 in the 4th Quarter compared to 313 in the 3rd Quarter of 2015.

Robbery / Vandalism remained relatively the same with 277 incidents in the 4th Quarter of 2015 compared with 216 incidents during the 3rd Quarter of 2015.

Proposed 2016 First Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Participate in the Annual Homeless Count in January

CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Graffiti Removal

2015 Fourth quarter graffiti removal records show a major increase compared to 2014.

<u>Graffiti Removal – 4th Quarter</u>	2014	2015
October	1229	1998
November	1128	1804
December	1164	2026
Total	3521	5828

Trash Tonnage

Trash Tonnage continues to increase.

<u>Trash Tonnage— 4th Quarter</u>	2014	2015
October	184	192
November	185	189
December	208	201
Total	577	582

Sidewalk Cleaning

1,696,810 square feet of district sidewalks were cleaned during the third quarter using scrubbing and pressure washing equipment.

Homeless and Feces Count:

We have had a tremendous increase in homeless encampments, with an average of 315 per month.

We've also noticed that we've need to increase our pressure washing due to an increase in feces – 1827 cleanups in the 4th quarter.

Proposed 2016 First Quarter Public Clean Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Be prepared for possible weather effects and flooding from El Nino

**Neighborhood and Business Improvement Districts
Quarterly Statistics for Mayor's Comstat Report**

4th Quarter 2015

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	55,216	192,471
Trash Bags/Tons removed	60,121/582	241,537/1718
Bulky Items Removed	490	1801
Graffiti Removed	5828	23,624
Weeded Areas	26 bags	137.9 bags
Citizen Contacts	3970	15,238
Merchant Contacts	4946	21,307
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

** The LA Fashion District has over 3500 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

COMMUNICATIONS

The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Website

www.fashiondistrict.org has 542,560 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 37,000 followers, while our fastest growing audience is on Instagram, where we boast over 11,000 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

2015 Fourth Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2015
October	38,902
November	35,666
December	33,096
Totals	107,664

<u>Social Media</u> – 4th Quarter Totals	2015	2014
Facebook		
○ New Followers	367	1480
Twitter		
○ New Followers	260	713
Blog		
○ Page Views	45,569	26,266
Instagram		
○ New Followers	2458	874
Pinterest		
○ New Followers	182	323

Proposed 2016 First Quarter Communications Activities

- Continue to refine social media features
- Send out and RFP for Banners
- Develop an RFP for a Marketing Plan
- Work with the Flower District for Valentine's Day
- Promote Market Week and update the Lines Directory

SPECIAL PROJECTS

Proposed 2016 First Quarter Special Projects Activities

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.

MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS

This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

MANAGEMENT PROGRAMS

- Begin preparing Annual Meeting

Proposed 2016 First Quarter Management Activities

- Continue to advocate for the Fashion District BID.
- Begin preparing for the 20th Anniversary of the BID